

Leaders & Best

PHILANTHROPY AT MICHIGAN

Fall 2005



What's so great
about a chair?



What is so wonderful about endowed professorships, or chairs,

as they are called, is that they often bring together an interesting group of people who would not otherwise be connected. First there is the donor whose vision and generosity determine that there will be such a chair. Then there is the faculty member, physician or researcher who is named to hold the chair. And then there are all the people whose lives are touched because of the existence of that chair—the students who study with that professor, the patients treated by that physician, the community that is forever changed because of the research that chair funds. Quite amazing.

The first chair at the University of Michigan contains all those ingredients. The 1898 bequest of more than \$100,000 to the Medical School by an extraordinary woman physician in upstate New York set in motion such a chain of interactions. Elizabeth Bates, M.D. never studied at the U-M, and does not even seem to have visited Ann Arbor. Nevertheless, she decided to create the first professorship at the U-M. Her gift is estimated to equal \$2 million in today's dollars, quite astounding considering tuition at the Medical School at the time was \$12.50 a semester!

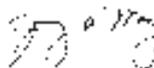
In announcing the gift, President James B. Angell wrote, "As far as we can learn, she was moved to remember us in this generous manner by the fact that this university was one of the first to offer medical education to women." Her will stipulated that acceptance of the gift required the U-M to "receive female students in the medical department, to pursue their studies and to receive the same advantages as male students."

Dr. Bates was the daughter of William K. Bates, himself a physician. She received her medical degree in 1854 from the Female Medical College of Pennsylvania in Philadelphia, the first medical school in the world for women. Having experienced a school for only women, perhaps the fact that the University of Michigan's Medical School had trained women alongside men since 1870 appealed to her and influenced her gift.

She practiced medicine with her father until his death in 1874 and then alone until her own death in 1898, when she was 65. Her bequest created the Elizabeth Bates Professorship for Diseases of Women and Children. Today, Timothy R.B. Johnson, M.D. (Residency U-M '79), holds the professorship and serves as chair of Obstetrics and Gynecology. Active in international teaching and training, particularly in Ghana, Africa, where he was named an honorary fellow of the West African College of Surgeons, Dr. Johnson's work, teaching and writings have touched the lives of many, many students, physicians and patients at our Medical School and elsewhere in the world.

This is exactly how an endowed chair works. In this case, a physician practicing medicine in upstate New York has a vision of how she can make a difference, and the effects of her action spread out exactly like a pebble dropped in a pond, so that in 2005, 107 years later, people are still being touched by her act.

Sincerely,



Jerry A. May



Leaders & Best

Philanthropy at the University of Michigan

Fall 2005

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Nourishing *the* University's Soul



Dear Friends,

When the first president of the University of Michigan was hired in 1852, faculty already had been teaching classes for 11 years. That the faculty are the soul of our institution was established early, and has never wavered.

Fifty years after those first classes were taught, the great U-M President James B. Angell said of Michigan faculty: "It is on the ability and attainments of the teacher, more than on any or on all things else, that the fortune of the University depends."

Our ability to be a leading research university has always rested squarely on our ability to have great faculty. Students come and go, as do presidents, but faculty sustain our institution.

Faculty, like students, are attracted to those universities best equipped to help them reach their professional goals and where they are most likely to be associated with top-caliber colleagues. Great professors attract great students, obtain more grants and awards, and conduct research that touches all aspects of society.

The competition for great faculty is fierce. President Angell was delicate when, more than 115 years ago, he said Michigan faculty face "the strongest pecuniary temptations to go elsewhere." In truth, it is an arms race, a competition for scholarly talent that makes athletic recruiting look like a playground tussle.

We must remain competitive with our peers, especially private institutions. Harvard, Stanford and the like seek the same professors we work to recruit and retain. Recently, the state of California launched a \$3 billion stem cell research institute known as the California Institute for Regenerative Medicine. When the Institute hired an interim president, he

minced no words about his top priority: "I'll raid every place I can to get the talent I need."

This is what we face every day—with our engineers, our social scientists, our doctors and our researchers.

It is also why it is critical that we support our faculty—with our actions, with our facilities, and with our resources.

Endowed professorships are critical to our academic mission. These chairs truly touch every aspect of the University. They allow us to bring outstanding professors to our classrooms and laboratories, or to keep the best here when they are being courted by other leading universities. In turn, our students are able to study and conduct research with some of the best and brightest teachers, researchers and physicians. Everyone benefits.

Our endowed chairs always have interesting stories behind them. In this issue of Leaders & Best, you will read five such stories—about the thoughtful donors who made the professorships possible and the faculty who now hold these prestigious chairs.

The experience of sharing a classroom with a Michigan professor is an integral part of what so many students and alumni know as "The Michigan Difference." By endowing professorships, donors make this experience possible for generations of students and faculty to come, keeping the soul of the University strong.

Sincerely,

Mary Sue Coleman



Dr. Anand Swaroop



Dr. Joel S. Mindel

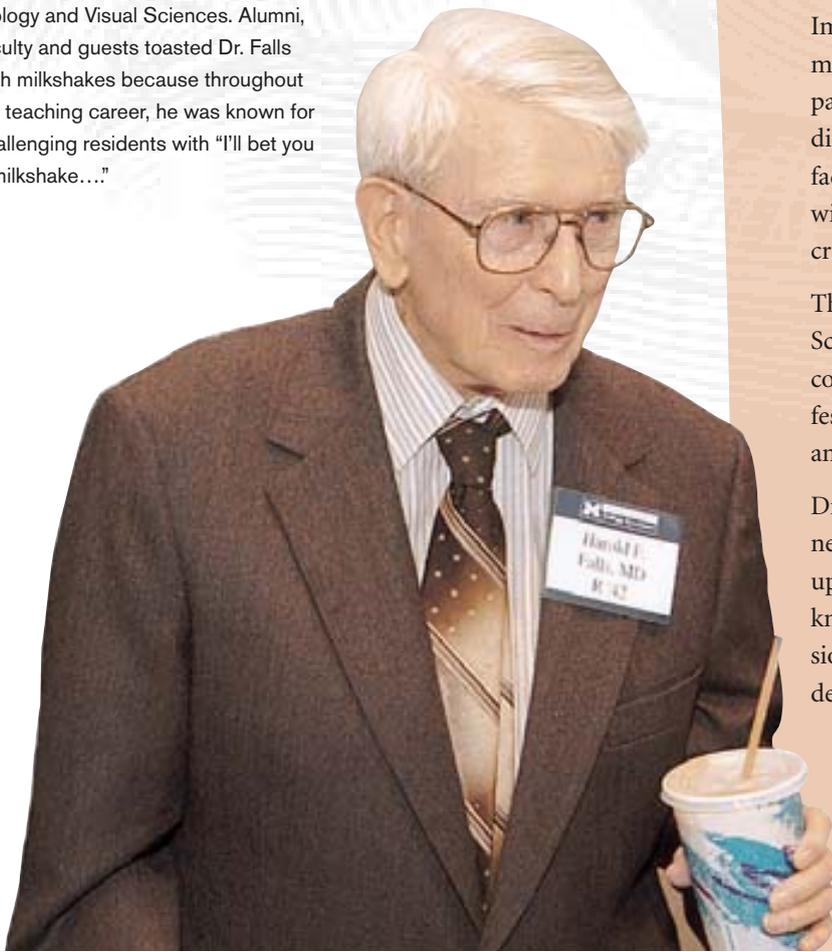


Dr. Kenneth Musson

Visionaries

Ophthalmology chair honors revered teacher, researcher and clinician

Dr. Falls with a milkshake at the 2003 inauguration of the Harold F. Falls Collegiate Professorship in Ophthalmology and Visual Sciences. Alumni, faculty and guests toasted Dr. Falls with milkshakes because throughout his teaching career, he was known for challenging residents with "I'll bet you a milkshake...."



One day early in 2002, a phone call from an old friend sent Dr. Joel Mindel's (MDRES '69, MS '69) mind whirling back to the days of his residency in ophthalmology in the mid-1960s. The friend was his fellow resident of old, Dr. Paul Lichter (AB '60, MD '64, MDRES '68, MS '68), now director of the W.K. Kellogg Eye Center, who asked Mindel to help establish an endowed professorship to honor the lifelong work of their teacher, Dr. Harold F. Falls (AB '32, MD '36, MDRES '39, MS '39).

Images flooded Mindel's mind—Dr. Falls lugging lab equipment all across lower Michigan, studying the eyes of his patients and their families in search of genetic clues to eye disease. Collegial get-togethers among the ophthalmology faculty and their young charges. And one day when Dr. Falls, with grace and tact, steered Mindel away from an error at a crucial moment early in his residency.

Then Dr. Mindel, a professor of ophthalmology at Mt. Sinai School of Medicine in New York, asked Lichter what he could do to help. "I have very fond memories of all the professors in Ann Arbor," Dr. Mindel said, "and great respect and admiration."

Dr. Lichter made the same call to others. One was Dr. Kenneth Musson (MD '63, MDRES '69, MS '69), who conjured up his own memories. He thought of Dr. Falls' hunger for knowledge; of his advice to give time back to the profession—advice that would lead Dr. Musson to serve as president of the Michigan State Medical Society—and of a



Dr. Paul Lichter, (left) chair of the Department of Ophthalmology and Visual Sciences, congratulates Dr. Joel S. Mindel, (right) on receiving the Distinguished Alumni Award on September 2001. Dr. Mindel's lecture focused on how much he had learned from Dr. Falls during his residency.

summer evening when he and Dr. Falls spoke of fly fishing over a cold beer after a long day of rounds.

“When you were accepted into the ophthalmology residency program, you were accepted as part of their family, not as somebody to do the scut work,” Dr. Musson said. “You were expected to maintain their standards for dealing with patients and for ethics, but you were treated very professionally, very humanely. If you had a problem, there wasn’t enough they could do for you. That was the philosophy we were taught by those guys.”

Dr. Musson, too, asked how he could help. So did many others, and on May 29, 2003, with Dr. Falls in attendance at the age of 94, the Harold F. Falls Collegiate Professorship in Ophthalmology and Visual Sciences was officially inaugurated.

But that was only the beginning of the story of the Falls Chair. For an endowed chair is not a gift that is given and forgotten. It is an active, living gift, with effects that cascade through a department and beyond, with the potential to touch and enrich countless lives.

To illustrate, a brief backward look is needed, starting with Dr. Falls’ own career.

Born in Winchester, Indiana, and raised in Detroit, Harold Falls was a superb clinician and teacher. But his deepest interests developed when he saw that many characteristics of the eye seemed to run in families. On his rounds and out in the field, he began to compile notes about these family patterns; to draw charts of family characteristics and illnesses; to take blood samples from sets of relatives. He and Dr. James

Neel, another pioneer in the study of heredity, founded the first heredity clinic in the U.S. Eventually, that clinic became the University’s Department of Human Genetics. And much later, when the study of the human genome vaulted into prominence in the 1990s, it became clear that Dr. Falls’ early studies had helped to set the stage for a medical revolution.

“He was a visionary,” Dr. Musson said. “A true visionary.”

Dr. Falls had been retired for 15 years when a molecular biologist named Anand Swaroop joined the ophthalmology and human genetics departments after a post-doc at Yale. This was in 1990, and over the next several years, Swaroop built an international reputation that drew competing institutions to his door, offering enticements to leave Michigan. As chair of the ophthalmology department, Dr. Lichter was having none of that. From 1997–1998 he offered Swaroop more lab space and more money for his research. Swaroop stayed, and with Lichter’s support, he launched a major program to unearth the genetic underpinnings of age-related macular degeneration (AMD).

AMD is the leading cause of blindness in Americans over 60. Scientists know that genetic inheritance plays some significant role in the disease, though the exact matrix of causation remains mysterious. No cure is conceivable unless they solve that mystery. As the science of genomics accelerated in the late ’90s, it became obvious that Dr. Swaroop and the researchers in his laboratory were becoming key figures in the pursuit.

Here the stories merge.

Just as Dr. Swaroop’s research on AMD was intensifying, Dr. Lichter was laying the groundwork for a Harold F. Falls Collegiate Professorship in Ophthalmology and Visual Sciences. This would be an especially prestigious prize, because the term “Collegiate” designates chairs that are named for former faculty members who have made distinguished contributions to their fields or to the University. And most collegiate chairs are funded by the gifts of many individuals who wish to memorialize the honoree. So each collegiate chair is an honor bestowed not by the generosity of a single donor, but by a wide circle of supporters.

Once the funding was secured—from Dr. Mindel, Dr. Musson and others—it was a short step to recognizing that Anand Swaroop, with his rising role in the genetics of the eye, would be an especially appropriate recipient of the Falls Professorship. And this was far more than an honorific title. The endowment of the chair meant crucial financial support to accelerate Dr. Swaroop’s work.

“Research tends to go in a progression,” said Dr. Julia Richards, who has collaborated with Dr. Swaroop in building Kellogg’s research technologies and databases. “We go baby-step, baby-step, leap; baby-step, baby-step, baby-step, leap. You never know how many baby-steps you have to take before that next leap comes along or when it is going to



Christiansens Create Collegiate Professorship in Dental School

From 1982 to 1987, when Dr. Richard Christiansen was dean of the School of Dentistry, he viewed the creation of endowed professorships as a top priority in the School's continued success.

Recently Dean Emeritus Christiansen and his wife, Nancy, of Ann Arbor, made a personal gift to that endeavor, committing \$500,000 to establish the Christiansen Collegiate Professorship. The endowment will support a faculty member interested in craniofacial research and education.

"We wanted this professorship to be our way of giving back to a great school, a great University and a great profession," said Christiansen.

Before coming to the U-M, Christiansen headed the National Institute of Dental Health's Craniofacial Anomalies Program. He retired in 2001 as professor of dentistry in the Department of Orthodontics and Pediatric Dentistry.

be. But when you arrive at a breakthrough, you want to be able to jump on it right away. Yet that's the point where the funding mechanism in science says: 'Okay, now you must spend three or four months writing a grant and then wait for another nine months while somebody reviews it and awards the money needed to do the experiment.'

"If there's a one-year hiatus every time there's a leap forward, and if you add that up for leap after leap, project after project, how many people have become blind from macular degeneration while a cumulative 250 years worth of waiting for funding went on this year in all the macular degeneration labs around the country?" notes Richards.

"Where an endowment is in place, you have the ability to move forward when there's something critical that needs to be done right now. And if you have somebody really good like Dr. Swaroop, it means his research can move forward as fast as the research naturally can go, without artificial pauses."

In Dr. Swaroop's lab on the fifth floor of the Kellogg Eye Center, recent months have seen leap after leap. To name only the most dramatic discoveries, he and his colleagues significantly narrowed the range of chromosomal locations for the genes that appear to make people susceptible to AMD; and just this past spring, they found that a particular gene variant that raises the risk of AMD is also associated with fighting infection—a discovery that leads to the fundamentally new insight that AMD should be understood as an inflammatory disease.

With these advances, how long might it take for Dr. Swaroop and his colleagues around the world to fully understand the causes of macular degeneration?

"If I had been asked six months ago, I would have said I had no idea—that it could be a very long time," he said. "But things have moved so fast in the last six months that now I would dare to say: Maybe two years."

And when the causes of macular degeneration are fully understood, what then?

"Our goal is to cure this disease or to develop a very meaningful treatment," said Dr. Lichter. "I think it could happen in the next ten years."

This, after all, is the way of the slow-motion miracles of medical science. They do not spring from the sudden "breakthroughs" touted in headlines, but from the work of generations—of Harold Falls drawing charts many years ago; of Joel Mindel and Ken Musson and many others giving a gift in his honor; and of Anand Swaroop tracking an infinitesimal segment of DNA.

"It's people who make discoveries," Dr. Lichter said. "Not bricks and mortar, not a machine. A professorship is in many ways the most important gift we have to give." 🏠

—James Tobin

The New Business Environment

Endowed professorships make U-M a leader in sustainability studies

Back in 1994, a brand-new collaboration between the Stephen M. Ross School of Business and the School of Natural Resources and Environment was born. It was a joint-degree program, offering graduate students two master's degrees—one in business, the other in environmental studies.

later, that number tops 50, and the students, says their Professor Thomas Lyon, are among the best in both schools. The program, now named the Erb Institute for Global Sustainable Enterprise MBA/MS Program, has become the country's pre-eminent center for the study of business and the environment—no surprise given the excellence of both the Ross School and SNRE. But it would never have happened if not for a few key donors who helped stand the program on its feet, and who set up its core faculty with endowed professorships.

In 1996, a \$5 million endowment gift from Frederick A. (BBA '47) and Barbara M. Erb established the Erb Institute—a joint partnership between the schools of business and environment. Since then, the MBA/MS has been the core educational activity of the institute. Not long after the first gift, the

Joint degrees are not unusual (U-M offers many), but the collaborating schools and departments usually share some obvious overlap—Law and Political Science, for instance, or Medicine and Public Health. But business and the environment? There's no shortage of businesspeople and environmentalists who view each other as mortal enemies. This degree would teach students the rigorous curriculum of each school, from forest ecology to finance—and more important, it would demand that they understand both world views.

U-M's was one of the first such degrees in the nation. In its first year, it had one student. In its second, seven. Now, just a decade



Andrew Hoffman, Holcim (U.S.)
Professor of Sustainable Enterprise

Erbs offered another \$5 million as a challenge grant—asking that other donors contribute an equal amount.

It took just two donors to meet the challenge. The Dow Chemical Company gave half, and Holcim (U.S.), Inc. gave the rest. (Since then, the Institute's success inspired the Erbs to donate another \$10 million, bringing their total commitment to \$20 million.) Both companies had several reasons for giving. Besides the companies' ties to the state of Michigan and U-M, both are interested in environmental issues. The chemical and concrete industries use enormous amounts of energy and resources, and often generate dangerous wastes. Dow and Holcim have become increasingly concerned about the "environmental footprint" of their work, and both have strived to reduce that footprint and improve their industries' sustainability. Says Tom Chizmadia of Holcim, "We wanted to extend our commitment to the environment beyond our direct operations. This gift lets us help train future business leaders in how to integrate sustainability into business, so they could see sustainability as a competitive advantage."

The companies stipulated that the money be used to fund two endowed chairs. The new professors would receive joint appointments at the Business School and SNRE, where they would teach students of both, conduct research into sustainability issues, and strive for open communication between the two worlds.

Filling the chairs was no easy matter. Logistical difficulties and turf concerns made the process ungainly. Even tougher was finding a pair of world-class academics who knew both business and the environment. Finally, after more than a year, the Erb Institute had its professors. Together, they had already earned enough kudos and awards to fill this entire article. Andrew Hoffman, who had taught at Boston University, became the Holcim (U.S.) Professor of Sustainable

Professor Hoffman specializes in the way organizations deal with change—specifically how they grapple with environmental challenges. His book *From Heresy to Dogma* describes the ways that sustainability, once a poisonous topic at many companies, became first acceptable, and then fundamental to the way they do business.

Professor Lyon has a similar interest in how corporations relate to the environment. In his recent research, he has been studying why companies behave as they do toward the environment, with some actively misleading the public about their actions, while others strive to do the right thing even when it doesn't seem to be in their direct interest.

But their biggest impact—and greatest joy—seems to come from the work they're doing together. Both professors were very

excited, for instance, about a conference they hosted called Reframing the Climate Change Debate.

The conference was a triumph of collaboration. It brought together high-level representatives from the business, environmental and political communities, including Senator Carl Levin and executives from DTE, Alcoa, and other companies. It also gathered professors from across the University who have been studying global warming from their perspectives as atmos-

pheric scientists, engineers, sociologists, political scientists, and as scholars of law and even English. Collaboration like this, it's clear, can change the world.

But, adds Professor Hoffman, “none of it would be possible without these endowed chairs.”

Normally, an endowed chair honors the achievements of a professor even as it provides support and encouragement to go out and do more. It's like gravy, augmenting the red meat of their work. But the Dow and Holcim chairs were much more than a luxury. Without them, there probably wouldn't be any professors filling their niches.

“It's hard for two schools to agree to spend unrestricted funds on a professor they have to share,” explains Andrew Horning (MBA '00, MS '00), an Erb Institute graduate who now serves as its managing director. “The funders dictated precisely how the money should be spent. This is a case where, if the endowment wasn't there, the schools may not have been able to make the professorships happen.”

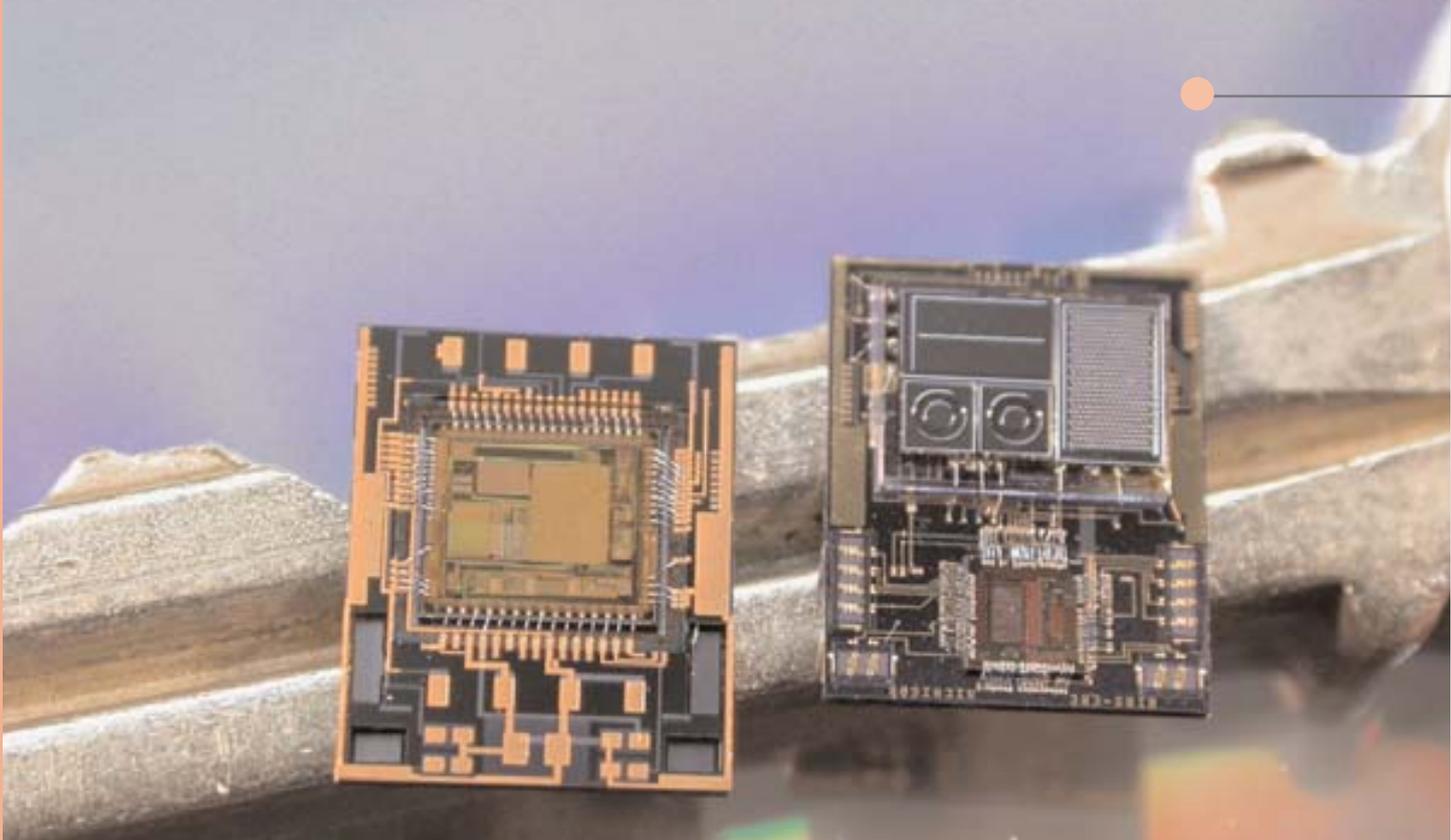
In fact, these are the second and third endowed chairs at the Institute. The first one, the Max McGraw Professorship in Sustainable Enterprise, was established at the program's founding. That position is now held by Professor Thomas N. Gladwin (MBA '71, PhD '75). The result is that U-M now has three endowed chairs dedicated to sustainability, more than any other university. Without the funders, there could well be nothing. Without U-M's transformative vision of collaboration, the funders would have gone elsewhere. But combine these things, and, well: “I feel like a kid in a candy store!” says Professor Hoffman. “To have three endowed chairs is unprecedented. It opens up all kinds of opportunities for us.” Adds Professor Lyon, “Every day I wake up and say, ‘Wow! I get to go to work again!’ I get to work with really bright students whose hearts are in the right place. I couldn't ask for more.” 🍬

—John Lofy



Thomas Lyon, the Dow Chemical Professor of Sustainable Science, Technology, and Commerce

Enterprise, and Thomas Lyon, who'd been at Indiana University, the Dow Chemical Professor of Sustainable Science, Technology, and Commerce.

Two microchips are shown on a reflective surface. The chip on the left is a square package with a central square die and numerous gold wire bonds. The chip on the right is a larger, more complex package with various components and a central die. The background is a blurred, colorful gradient.

Tiny Miracles

DAVID LEMMERHIRT

Kensall Wise epitomizes the practical visionary.

The J. Reid and Polly Anderson Professor of Manufacturing Technology, he is one of the world's foremost experts in the field of microelectromechanical systems (MEMS). These tiny devices measure only 20 to 40 microns in size—less than half the diameter of a human hair. Dr. Wise is the author of 23 patents and has supervised more than 50 doctoral students. His honors and awards abound.

Two microsystems, shown front- and back-side up next to a key. These microsystems each contain an embedded microcomputer, 16-million bits of memory, sensors for pressure, temperature and humidity, and off-chip connectors for recording biopotentials such as the EEG and EMG. These systems are the heart of a new generation of wearable/implantable patient monitoring devices.

But he understands that adding to the sum of human knowledge only starts the job. At the National Science Foundation Engineering Research Center for Wireless Integrated Microsystems (WIMS) on North Campus, which he founded and directs, there are facilities not only for researching ever more sophisticated ways to employ these minuscule devices, but also for fabricating prototypes of commercial applications to demonstrate their efficacy.

“He likes to close the loop,” says Pamela Bhatti (MS ’04), one of his current doctoral students. “You have design, fabrication and validation, rather than just one piece. He needs to make a product.”

Wise is especially passionate about devices that improve human health and well-being. WIMS can be implanted in the human body to monitor and interpret various neural or chemical functions, and treat disorders using chemical or electrical stimuli at the cellular level. Perhaps the most successful example so far of such a product is the cochlear implant, developed in Wise’s laboratory on the foundation of his work in neural probes.

The cochlea is a fluid-filled tube in the inner ear. Sound waves cause the fluid to move, and that movement is transformed by hair cells in the cochlea into the electrical signals that the brain “hears.” In the profoundly deaf, whose hair cells are either missing or damaged, the cochlear implant responds to the sound waves and sends currents to directly activate the nerve endings.

“Around 90,000 cochlear implants have been implanted worldwide to date,” says



Kensall D. Wise, The J. Reid and Polly Anderson Professor of Manufacturing Technology, and donor Polly V. Anderson

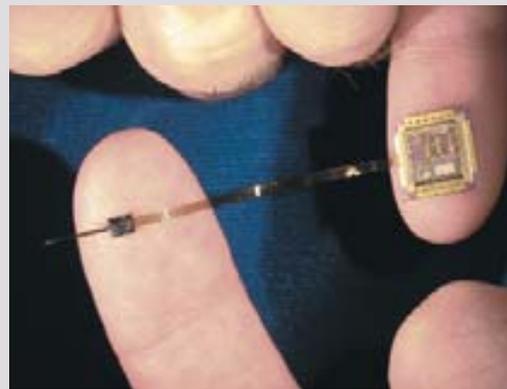
Wise. “Especially considering how relatively crude a lot of the commercial devices still are, they’ve really wrought miracles.”

Then comes the part that’s familiar to those who know that Wise likes to go beyond raw knowledge to create effective products. “But cochlear implants still have a ways to go and there are things we’d like to see improved, like better pitch resolution,” he says. “Today, the deaf can understand spoken language, especially in more non-tonal languages, but they typically don’t get a lot of pitch information, so they don’t enjoy music very much.”

That’s where Bhatti’s work comes in. She is developing a tiny device that can stimulate the auditory nerves in many more locations than current implants. That translates to better pitch perception—in other words, a clearer and broader range of hearing.

“We’re likely within the next year to produce some really spectacular results,” says Wise. “By the end of this year, we’ll have

Prototype of an advanced cochlear prosthesis for the profoundly deaf. The microsystem consists of an embedded microprocessor and wireless interface, contained in a hermetically-sealed package, a flexible polymeric cable, and a high-density thin-film electrode array that incorporates integrated position-sensing devices. Such devices are being explored to dramatically improve the performance of cochlear implants, allowing deaf patients increased speech comprehension and enjoyment of music.



PAMELA BHATTI AND THE WIMS ENGINEERING RESEARCH CENTER

full working prototypes of our cochlear microsystem. We have high hopes that it’s going to substantially advance capabilities in this area.”

None of this would have been possible, he says, without Polly Anderson. She and her husband Reid (MS ’39, MS ’40), who earned master’s degrees in physics and electrical engineering at Michigan and went on to become a pioneer in Silicon Valley, endowed the chair that Wise now holds in 1985. Reid Anderson died in 1987, but Polly Anderson’s commitment to Wise’s work continued until she herself passed away last February. In addition to the chair, she gave more than a million dollars to support his and his students’ activities.

“We would not have been able to get into the cochlear area, and we would not have been able to carry out a lot of things we have done, had it not been for Polly’s generosity,” says Wise. First, it funded Tracy

Bell Verhoeven's (MS '96, MSE '96, PhD '99) dissertation, completed in 1998, which built on Wise's neural probe work to develop the first cochlear implant based on MEMS technology.

"The money Polly Anderson donated here was also a significant help in our being able to get the Engineering

ANDREW DEHENNIS



Artist's conception of a pressure/flow-sensing device embedded in the wall of an artery.

Research Center that we have from the National Science Foundation. Over its 10-year life, it will have a total core budget of \$60 million, so it's a very big Center.

"We work in a very expensive area," he says. "I'd like to say that the endowed chair really allowed me to do a lot more deep thinking and further-out work, but

I'm not sure that would have been true without the additional funding that Polly provided. That really let us go into some very promising areas that we really wouldn't have had the wherewithal to go into without her support."

The tree that grows from that seed has many branches, and the cochlear implant is only the first fruit. Implantable sensors derived from the original technology could be used to help patients recovering from brain surgery, and could even be inserted into the eye to better manage the treatment of glaucoma.

In short, he says, "There's been a big ripple effect from her funding. It has helped us to pioneer the development of very tiny information gathering microsystems."

In many ways, Wise's greatest gift to the world, and his most important "products," are his students. "He shows you the big picture," says doctoral candidate Beth Isaksen. "He really makes it clear how your project relates to other projects here, and how it would be helpful to society. He thinks that's really important, so he likes to make you think so, too."

And just as Anderson's gifts made his products possible, it has also facilitated those students' work. Now, they are building on the knowledge they gained with Wise as they pursue efforts beyond the groves of academe.

For example, Andrew DeHennis (MS '01, PhD '04) is working at Sensors for Medicine and Science in Germantown, Md., on an implantable glucose sensor for diabetics. Instead of pricking themselves to check their blood sugar, they could, literally, wave a wand and get a readout. "The systems we were working on at U-M have a definite correlation to what I'm working on now," he says. "In considering endowing a chair, if you can see that [the professor] has a good vision for technology and its potential, that really gives them the opportunity to set a path for students who can take this technology with them into the workforce. In my case, that definitely happened."

Another of Wise's protégés, David Lemmerhirt (MSE '99, PhD '05), received his PhD last spring and accepted a position with Sonetics, Inc., in Ann Arbor, developing three-dimensional ultrasound systems for medical imaging. Wise, he says, taught values as well as science. He always put "people and principles over technical... achievements." He adds that the combination of Wise's teaching and Anderson's funding made a crucial difference: "My thesis work was initially supported by funding from government resources, but the breadth and depth of the project was able to be expanded due to the discretionary research funds from Mrs. Anderson. My case is a good example of the way that gifts from Mrs. Anderson enabled Professor Wise to prioritize his students' best interests and to pursue important research problems that may have been left uninvestigated were it not for these funds."

Still more distant horizons beckon. It may be possible one day for these devices to gather information from the body and communicate it via wireless technology to a computer that would then instruct the implant to take corrective action. Parkinson's disease, epilepsy and paralysis are among the potential targets for such a therapy.

In one of Wise's letters to Anderson, he wrote: "You have helped a great number of people and have ensured Michigan's position as a leader in medical device development for many years to come. And I am sure that within a few years some of the devices you helped to create will be commercialized, helping many people worldwide...Perhaps I will get to see some of our efforts translated into products that will literally allow the deaf to hear, the blind to see, and the lame to leap like a hart. I hope so. That is really a priceless gift." 📧

—Jeff Mortimer

Ripple Effect

J. Ira and Nicki Harris Family Professor of Public Policy
James Levinsohn travels around the globe to help leaders address the world's most difficult problems.



“Professor Levinsohn is the Michael Jordan of his field,” says Ira Harris (BBA ’59). He’s in a position to know. A few years ago, Ira, his wife Nicki, and their family were looking for “new and different” ways to help the University. They liked the Gerald R. Ford School of Public Policy, so they came up with a plan to “boost the talent level and profile of the School” by endowing a professorship. The School, with the HARRISES’ support, searched the world for top public policy experts, but the one they really wanted was already here: U-M Professor James Levinsohn.

Professor Levinsohn, who held appointments in the Economics Department and the Ford School, had enormous stature in his field. Besides being a beloved teacher, he consulted to government officials from California, Venezuela, South Africa, and Botswana, and worked with several multinational companies. His work had also been recognized by Yale University, which was busily trying to woo him away from Ann Arbor.

A spectacular view of Cape Town, South Africa and surrounding bay from the top of Table Mountain. Professor Levinsohn and his class travel to South Africa, where the students become teachers and consultants.

The J. Ira Harris family came to campus in November 2003 to inaugurate the J. Ira and Nicki Harris Family Professorship of Public Policy. Pictured from left to right are Robert Hochberg, Jackie Harris Hochberg, Ira Harris, Professor James Levinsohn, Nicki Harris, and Ford School Dean Rebecca Blank, the Henry Carter Adams Collegiate Professor of Public Policy.

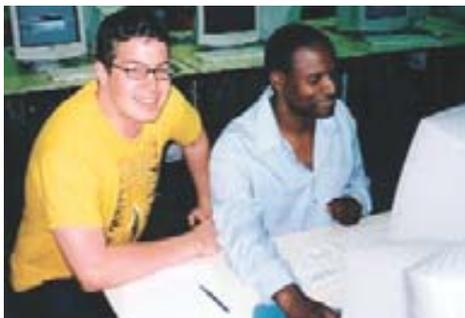


U-M PHOTO SERVICES: MARTIN VLOET



(Above) In Botswana, two students study data to learn to make informed policy decisions.

(Right) At a workshop in Cape Town, South Africa, a U-M student trains an official to interpret HIV/AIDS data.



Yale's offer, Levinsohn admits, was tempting. But thanks to the Harises, U-M's was better. "This endowed chair was crucial for us," says the Ford School's dean, Rebecca Blank. "The Harris family's contribution gave us the ability to offer Jim a chaired position, which provided a strong message to him of the respect in which he is held by his colleagues at U-M." When offered the post as J. Ira and Nicki Harris Family Professor of Public Policy, Levinsohn spurned the other suitor and stayed. The professorship, he says frankly, "kept me here."

To no one's surprise, Professor Levinsohn has refused to use the honor as an excuse to rest. For him, the professorship is a "wonderful honorific," a recognition of his achievements so far. But its real value is that it gives him "the ability to pursue projects I might not otherwise be able to do. And some have huge benefits."

Even before becoming the Harris Professor, Levinsohn has taught an original two-semester course at U-M. In the first semester, he trains students to "read" data about households in South Africa—informa-

tion about education levels, disease, poverty, migration from farms to cities, and so on—and he teaches the students how to make policy decisions based on that information. He also teaches them how to teach those same skills to other people. That's important, because for the first several weeks of the second semester, the class travels to South Africa, where the students become teachers and consultants. Government officials from more than a dozen southern African countries have come to South Africa to take classes from Levinsohn and his students. There, they have learned how to use their census data, surveys, and other information to make smart, sound policy decisions for their countries. The project is no mere handout to needy people. The U-M students and African officials alike learn crucial, real-world skills that make an impact on thousands of people's lives.

Thanks to work like this, Levinsohn gets invited to help out in a lot of places. He hasn't always been able to pursue interesting projects, however, because he lacked the funds. But the Harises' gift changed that, too. The Harris chair, like most endowed professorships, provides additional, unrestricted funds, allowing Levinsohn to pursue new interests that would otherwise be out of his reach.

He's already making the most of those funds. For example, he was able to afford a trip to China to consult on trade policy. He met in London with colleagues who are trying to get new projects started in Africa. And he has embarked on new research, with a pair of graduate students, to help the government of Botswana grapple with the AIDS crisis.

None of this work would have been possible before he was named Harris Professor. "It's really expensive to go to Africa, for instance," he says. "But that's where the interesting problems are. The Harris chair allows me to do it. I'm deeply grateful for these opportunities."

The Ford School is equally pleased. The Harris family gift comes as the School's reputation and facilities are burgeoning. Though it's the smallest school on campus, with about 1,800 alumni, it is widely ranked among the top two or three public policy schools in the country. A new building, Joan and Sanford Weill Hall, is going up at State and Hill streets, where it will stand as the first academic building to greet visitors arriving from the south.

All that suits Harris just fine. A longtime friend of President Gerald Ford (AB '35, HLLD '74), for whom the public policy school is named, and a stalwart contributor to U-M, Harris believes in getting "a return on investment" from his donations. "Education is the most important thing," he says. Giving to the University "is an opportunity to affect large numbers of people."

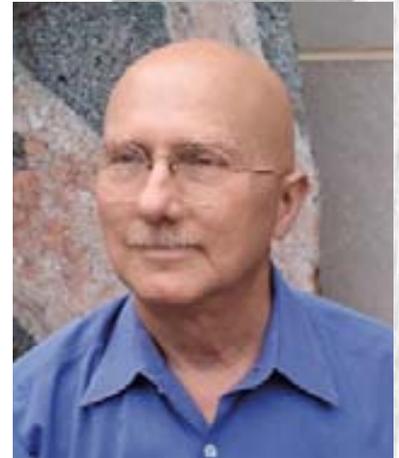
During the billion-dollar Campaign for Michigan in the early 1990s, the Harrises made a \$2 million challenge gift to encourage the establishment of 10 endowed chairs at the U-M, each focused on improving undergraduate education. The gift to the Ford School extended their giving in new directions. It acknowledged an old friend in President Ford, it boosts Levinsohn's research as well as his teaching, and its scholarly benefits go largely to graduate students. "I like the public policy students," Harris says, "because they're not just interested in how much money they can earn. They're working in an interesting niche that's part of what the University should be all about."

As for Levinsohn, he's eager to get working on the projects the endowment have made possible. And he's delighted he remained at Michigan. "I've got the best job in the world," he enthuses. "I get to work on *really* interesting things. Economics is usually an abstract field, but if these projects work, they'll really impact people's lives. It's a real privilege to take a chance on that." 🍷

— John Lofy



William T. Smith



Henry N. Pollack

Longtime benefactor of Geological Sciences makes new commitment

When it comes to supporting the Department of Geological Sciences, alumnus William T. Smith (BS '48, MS '48), of Fort Worth, Texas, is the Rock of Gibraltar.

Smith's generous campaign gift of \$2.6 million establishes both the Henry N. Pollack Endowed Professorship in Geological Sciences and the William T. Smith Endowed Lecture Series and Research Fund in Geological Sciences.

In 1982 Smith and other Geological Sciences alumni founded the first-of-its-kind department advisory board in the College of Literature, Science, and the Arts. Smith and

Pollack, a professor of geophysics, worked closely on several initiatives, including the Department's first fundraising effort in the 1980s.

With his new commitment, Smith wanted to recognize Pollack's 45 years as a professor in and former chair of the Department from which he retired last spring. Pollack's last public lecture as a faculty member was the final William T. Smith Lecture of the semester, held April 15.

"I am pleased to have had a long association with Henry and other professors in the Department, and I wanted to do something that was appropriate to that," Smith says.

Talking Back to the Media

Debunking myths the media tell us about ourselves

“Many humanities professors in the early ’70s saw communication studies as trivial and a waste of time,” Douglas says, but she and others like her around the country saw the huge impact of television on society and persisted, gradually gaining acceptance within academia. Her first book, *Inventing American Broadcasting*, was called “a tour de force of insight” and “a superb portrait of the communications revolution that profoundly altered twentieth-century life.”

Douglas, now chair of the Department of Communication Studies, holds the Catherine Neafie Kellogg Professorship, initiated in 1899 with a gift from Catherine Neafie Kellogg, who stipulated that the chair bearing her name “be filled by a woman of acknowledged ability.” Not until 1949, after the U-M Alumnae Council and others provided additional financial support, did the Catherine Neafie Kellogg Endowed Professorship finally become a reality.

The first woman to hold the Catherine Neafie Kellogg chair was Helen Peak, professor of psychology. Peak was for a long time the only tenured woman professor in psychology and was nationally known for her research in cognitive psychology. She was followed by Elizabeth Douvan (MS ’48, PhD ’51), a distinguished teacher

As a member of the first generation to grow up with television, and also a member of the first generation to benefit from the 1960s’ feminist movement, Susan Douglas, Catherine Neafie Kellogg Professor, may have come quite naturally to her interest in women and the media. But the idea of giving scholarly attention to the mass media was not viewed with approval by humanities departments in the 1970s, when she earned an undergraduate degree from Elmira College in New York and a Ph.D. from Brown University. Nevertheless, after designing her own senior project on images of women in the media, she knew that mass media were worthy of her scholarly attention.

and scholar whose research on issues relating to problems of adolescence, mental health, marriage and social justice was nationally recognized. In 1998, Susan Douglas was named to the chair, which is the second oldest professorship at the University of Michigan. It is worthy of note that the first endowed chair in the University, the Bates Professorship of the Diseases of Women and

Children in the Medical School, was also established with a gift from a woman, Dr. Elizabeth Bates.

Douglas speaks gratefully of the honor of being named to the Catherine Neafie Kellogg Professorship. “It was very important to me,” she says, “to have a chair endowed by a woman, named for a woman, and held by women. This chair affirms with dignity the role of women in the academy. To have a university of Michigan’s stature award me with a named professorship was very validating of my work,” she adds.

Endowed chairs in general, Douglas says, are a wonderful way of thanking and honoring faculty who have done stellar work. Donors may not fully appreciate the impact an endowed professorship can have, but they’re crucial to recruiting and retaining faculty. And they offer practical benefits, too.



Catherine Neafie Kellogg
Professor Susan Douglas
extends a rich legacy of
female scholarship at
the U-M.

The research account that accompanies the Kellogg endowment helped Douglas finish one book and do much of the research for her most recent book, *The Mommy Myth: The Idealization of Motherhood and How It Has Undermined All Women*. “The money was crucial in making my research possible,” Douglas notes. “Hiring research assistants enabled me to get research done in a timely fashion.” The research funding also allowed her to purchase necessary news footage about motherhood (44 hours), and to investigate images of women in television and film.

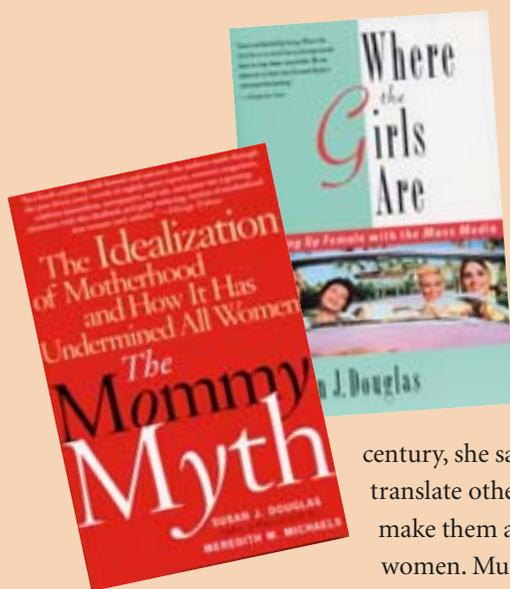
The Mommy Myth, co-authored with Meredith M. Michaels, from Smith College, examines 30 years of media attention to motherhood, attention that has produced “the new momism,” a highly idealized myth of the perfect mother, in which the standards for perfection are impossible to achieve. Both “celebrity moms” and welfare mothers “came under unprecedented surveillance in the 1980s and beyond,” the authors say: “Celebrity moms personified the joys of intensive mothering; welfare mothers embodied the social and individual catastrophes from willful disregard of intensive mothering.” Unmarried celebrity moms were held up as models, while unmarried poor women were castigated for having children. Meanwhile, the government forced poor women into the workplace, while doing nothing to help

them or others obtain adequate daycare for their children. *The Mommy Myth* assures ordinary women who can’t afford a retinue of helpers that they are not alone in their exhaustion and sense of failure as they try to live up to pervasive but unrealistic images. Readers tell Douglas of the relief they feel in realizing that they cannot and should not try to live up

to media-generated standards. E-mail messages to Douglas say “Thank you, thank you, for saying this.”

“This is the most relentlessly marketed-to generation ever,” Douglas says. “Students are very, very interested in the role mass media play in their lives and many want to go into media work. They’ve been targeted by the media since they were little, and they’re savvy and cynical and hip, but they don’t have a language to talk back to the mass media, and they don’t have the concepts to frame their feelings and ideas. They need media literacy tools. Our job is to help them think critically about the media—how they work and why they, the most desired marketing group, are getting what they’re getting.”

The Mommy Myth addresses complex, important issues in an accessible way. Douglas’s other books have done the same. Of her four books, *Where the Girls Are: Growing Up Female With the Mass Media*, published in 1994, has perhaps been the most gratifying, Douglas says.



In this book, which is an analysis of the effects of mass media on women in the late 20th

century, she saw it as her job to translate other scholars' ideas and make them accessible to everyday women. Much to her surprise, the

book, which has sold nearly 85,000 copies, is now used in college classrooms all over the country. Another of her books, *Listening In* (1999), which traces radio's development from the 1920s to the 1990s, won the Hacker Prize in 2000 for the best popular book about the relationship between technology and culture.

Douglas's graduate students are advancing her work in several directions. One student is looking at how television sought to take "girl power" and repackage it back to girls in the form of shows in which women were witches or had magical powers. Another, inspired by Douglas's work on radio, is writing one of the first dissertations on the rise of Spanish language radio in the U.S., and yet another has analyzed the production of indigenous Vietnamese video tapes and beauty pageants in Little Saigon, part of the assimilation process into the United States.

Douglas's teaching career began at Hampshire College, where she taught courses on gender and media for 15 years before coming to U-M in 1996. Douglas is pleased to be at Michigan. "I think the University of Michigan in general is really terrific to its faculty members in honoring and rewarding them," she says. "We have a great faculty culture at Michigan, and faculty here are wonderful." Her colleagues, she comments, are generous with their time, willing to discuss freely and critique each other's work. "I've talked to people who left Michigan and went elsewhere," she adds, "and they have told me that they have never been able to replicate what they had here."

That's the kind of high-level performance that an endowed chair both celebrates and makes possible. As Catherine Neafie Kellogg's inspiration and gift and Professor Susan Douglas's work affirm, a donor who funds a chair makes a prominent and permanent investment in an institution and associates his or her name with the highest quality scholarship and teaching. ⁷

—*Nelvia Van'tHul*



Wanted

One Chair (or More)

Getting a chair: In the academic world, it's not as simple as buying furniture.

Six units of the University of Michigan have no fully endowed faculty professorships: the School of Art & Design, the A. Alfred Taubman College of Architecture and Urban Planning (TCAUP), the School of Information, the Division of Kinesiology, and the University's Dearborn and Flint campuses.

What difference can a chair make? For starters, the ability to offer endowed chairs plays a critical role in the U-M's ongoing battle to recruit and retain first-rate faculty, a fact of life in academia today.

"As institutions of higher learning have become more market driven, like many other aspects of contemporary society, the competition for faculty has become much more intense," says Douglas S. Kelbaugh, dean of TCAUP, which has a campaign goal of adding two endowed professorships.

Kelbaugh, like other deans, might bestow a professorship on a current faculty member who is actively being courted by other schools. Or he might use a



UM–Dearborn is currently fundraising for an endowed chair in its School of Management honoring Emeritus Professor Richard E. Czarnecki (standing). Joining Czarnecki are former students, all alumni of the School: (from left) Shirley Gentile (BBA '90) of Dearborn, director of accounting, Yazaki North American, Inc; Terry McElroy (BBA '76) of Northville, senior vice president, treasurer and chief financial officer, The Auto Club Group; Mary Lore (BBA '79) of Farmington Hills, founder and chief executive officer of Managing Thought; Bryan Becker (BBA '69) of Bloomfield Hills, executive vice president, Trustinus, and retired partner, Ernst & Young; and Martha Keck Laundroche (BBA '86) of Commerce Township, a chief financial officer and consultant for startup companies. All five alumni are certified public accountants. Laundroche received the Sells Bronze Medal in 1986 for the third highest grade in the nation on the CPA exam that year.

chair to attract a new faculty member, possibly a practicing architect who would make Ann Arbor a home base and teach at TCAUP. “Scholars love Ann Arbor,” he says. “But because we’re in a relatively small city, it becomes a challenge to attract and retain active architecture and urban planning professionals, who may be looking for greater possibilities for practice and a more urbane lifestyle.” The School of Art & Design has made endowed professorships a top campaign priority, says Dean Bryan Rogers, with a goal of one

faculty professorship and one visiting professorship. For a small unit like his, Rogers says, an endowed chair’s impact cannot be overestimated.

Indeed, an endowed chair creates a ripple effect throughout a school, says Beverly Ulrich, dean of the Division of Kinesiology.

“It raises motivation, pride and the ways in which intellect is stimulated,” says Ulrich. “All of us raise our levels of expectations when we have someone join our group who has that level of reputation.”



Marie Hartwig
Professor Emerita of
Physical Education

The U-M's first-ever
Associate Director of
Athletics for Women

The Marie Hartwig Collegiate Professorship would honor this leader in physical education.

Kinesiology seeks to add at least one endowed professorship during The Michigan Difference, as well as completing a fundraising initiative for the Marie Hartwig Collegiate Professorship, honoring the late professor emerita of physical education.

Filling an endowed chair adds cache to a school, observes Ulrich, especially when the chairholder comes to the U-M from an institution where he or she is established, thereby making a statement that Michigan is an enriching place to be.

"It becomes the talk among people in the field," says Ulrich. "It makes a splash."

Endowed chairs also signify a special relationship between the school and the donor who provided the endowment, says John L. King, dean of the School of Information.

"Through the endowed faculty chair, a donor reinforces and helps shape the values and direction of the school," says King. "Endowed faculty chairs are a personal and permanent bond between the University and those who love it."

In the constantly changing field of information, endowed chairs could be catalysts in opening new frontiers, King says. "The need is great," he says, "because the information professional's role—helping people put knowledge to work—has never been more important than it is today in the knowledge economy."

At the UM-Dearborn, likewise, the question is always, "How can we take the next innovative step?" says Chancellor Daniel Little. "Endowed support can make a difference between a good campus and a really terrific campus."

UM-Dearborn's campaign includes the goal of four endowed chairs, one for each of the campus' academic units: the College of Arts, Sciences and Letters; the College of Engineering and Computer Science; the School of Education; and the School of Management.

While endowed support ensures a secure, predictable funding source for professorial salaries and related costs, the real benefit is not administrative predictability, Little says.

"It's better for our students and faculty, increasing the impact we want to have on the community," the chancellor says.

Like Kinesiology, UM-Dearborn is fundraising for an endowed chair honoring a beloved professor: the Richard E. Czarnecki Chair in Accounting in the School of Management. The chair honors Professor Emeritus Czarnecki, of Dearborn Heights, known fondly to three decades of UM-Dearborn students as "the Czar."

"For a young campus, it's important to foster traditions," said Little. "One of those is recognizing the educators of long standing who have made the place great."

At the UM-Flint campus, scholarships for students are the top campaign priority, but Chancellor Juan Mestas sees interest in endowed chairs rising. He has heard alumni express the desire to name a chair in honor of a revered professor. "Often, when I meet with alumni, I ask them what they remember most fondly about the University," says Mestas. "The names of legendary professors always come up. The obvious follow-up question is, 'How would you like to honor them?' Scholarships and endowed chairs are frequent answers.

"Our campus would certainly be enriched by adding two or three endowed chairs," continues Mestas, "as well as two or three visiting professorships."

Donors who make that kind of excitement possible are going far beyond helping schools and the University, says Dean King of the School of Information.

"Endowed faculty chairs are a way in which donors and the school help the world at large, by strengthening the University of Michigan's role as a leader at the frontiers of knowledge and human welfare," says King. "Michigan's destiny is not to follow, but to lead, and endowed faculty chairs are a vital component of our leadership strategy." 📖

— Becky Freligh



Alan Saltiel (left and above), the John Jacob Abel Collegiate Professor in Life Sciences and director of the Life Sciences Institute, works with research fellow Merlijn Bazuine in one of the Institute's laboratories.

Chairs Are a Must-Have for Life Sciences Institute

Endowed chairs are essential for expanding the world-class roster of research faculty at the Life Sciences Institute, which is now entering its third year of cross-disciplinary biomedical investigation.

But in today's competitive market for faculty—so fierce that President Mary Sue Coleman has termed it “an arms race”—hiring a senior scientist away from an institution where he or she is established absolutely demands the offer of an endowed chair.

“It is so competitive to recruit people of this caliber, they would not otherwise consider the opportunity,” says Alan Saltiel, the Institute's director and the John Jacob Abel Collegiate Professor in Life Sciences. “With a chair, we've got the advantage.”

As of July 11 the LSI had 18 faculty, about half at the senior level, well on the way to a full complement of around 25. All are research scientists from various disciplines, engaged in building new collaborative

models to address the knottiest problems affecting human life. Each is also an educator, with an academic departmental appointment like any other University professor, and the service and teaching duties that come with such an appointment.

A typical package to recruit a first-rate LSI research professor includes salary, an annual research stipend, equipment and a startup award of unrestricted funds that pays fellows, buys additional equipment and meets other needs. While packages vary by discipline, attracting a high-end senior faculty member can cost between \$4 million and \$5 million, Saltiel says.

As Saltiel seeks to expand the Institute's work through recruitment, he also faces the ongoing challenge of keeping promising young scientists in Ann Arbor through promotions. That means creating new collegiate professorships for junior faculty members, or converting existing collegiate professorships to fully endowed professorships.

“We want to be able to provide endowed chairs to young superstars so that they aren't tempted by offers from outside,” says Saltiel. “Starting strong is a lot more appealing than making a counteroffer.”

In giving an endowed chair to the LSI, a donor becomes part of a dynamic interdisciplinary enterprise where scientists are studying, among many other topics, the genetics of Alzheimer's disease, the effects of vitamins on body chemistry and the cellular causes of diabetes, with the goal of developing new treatments, explains Saltiel.

Such generous gifts also provide great benefits to departments with LSI faculty, beginning with the status they bring. Besides that, Saltiel says, “The departments are getting faculty additions that they wouldn't otherwise get, and they're getting representation in the Institute—a portal into these new fields. It's a win-win.”

— Becky Freligh

Making a Difference



JOHN LACKO

Fritz, Susan Crumpacker Brown, and Bob Brown

The Browns: A maize and blue family

There is no shortage of Michigan families out there—generations of U-M alums who seem to share a gene giving them maize and blue blood. The extended family of **Bob (BS EIE '63)** and **Susan Crumpacker (AB '63) Brown** ranks with the most devoted.

The family patriarch was Bob's late father, **Regent Emeritus Robert Brown (AB '26)**, captain of the football team and, from 1967–74, U-M Regent. Bob was also football captain—the Browns are the only father-son captains in Michigan football history. "Susan Brown," says Bob, "has four or five generations of alumni," especially from the Law School. Her grandfather, Frederick Charles Crumpacker, was the first president of The Michigan Union. And of their 25 nieces, nephews, and children, 16 have graduated from the University. "I think our own kids had the worst record, actually," laughs Brown, of going off to other schools (Princeton

and Colorado). Still, his daughter **Catherine (AB '98)** is an alumna and son **Fritz (AB '90, MPP '96)** sits on the Advisory Committee of the Gerald R. Ford School of Public Policy. Susan adds, "We love to ask our eldest grandchildren—twins Spencer and Caroline—where they are going to college. If they say Michigan, they always get a treat, and if they get upset with us, they threaten to go to Berkeley." The twins' parents are **Fritz and Marisa Toso Brown (JD '96)**.

The elder Brown passed away in 1985. Before he died, he and his children pooled money from his estate and their own contributions to create the Monroe-Brown Foundation. "It's his and his children's legacy," says Bob Brown. The funds are earmarked for education, specifically in the places closest to their hearts: U-M and their hometown of Kalamazoo.

At the U-M, the Browns have given time and money to the business, engineering, medical, and public policy schools, along with the art museum and the Athletics Department. Bob is a Vice Chair of the Michigan Difference campaign and a member of President Coleman's advisory group as well as the Health System Advisory Board; Susan serves on the Ford School's Advisory Committee and on the art museum's National Advisory Board. The couple heads the Michigan Difference campaign in Kalamazoo and hosts innumerable functions for the University there.

In Kalamazoo, Bob founded the economic development group Southwest Michigan First, dedicated to improving and advancing the area's economy, especially in high-tech. An experienced business leader who has worked in venture capital and real estate, he believes passionately

that U-M and the state can help each other. "The big hope for Michigan's economy is through U-M," he says. "It's one of the top research universities in the country, and it has the capability to change the state's economy." He adds, "Mary Sue Coleman gets that."

Armed with a belief that what's good for the University can be good for the state, he says he is proud of his family's legacy of giving their time and money to both. "You try to teach your children the idea they need to give back," he says. "If you see something that needs to be done, you gotta start giving back."

The Browns show no sign of stopping, either. Susan, who "feels strongly that the University is the gem of the state," has decided to run for Regent, while their youngest niece is enrolling at the U-M this fall, continuing the family tradition.

Merv Pregulman brings U-M family together

As a resident of Chattanooga, Tenn., for 48 years, **Merv Pregulman (AB '44)** knew he didn't exactly live in Maize and Blue Country. He discovered that 185 U-M alumni lived in the metro area of some 350,000, but the alumni club had been "dormant" for decades. Merv and a small group of alumni formed an executive committee that made the plans and got the local alumni together. He and his wife, **Helen (BA '49)**, are staunch supporters of the Michigan Difference campaign—she serves on the School of Social Work's Campaign Task Force.

Pregulman was the ideal person to generate the effort. He was an All-American football player under Fritz Crisler, and had been drafted into the NFL before his service for three years in World War II got in the way. A longtime friend of the Athletic Department, in 2004 he won the prestigious Gerald R. Ford Award, the highest honor bestowed by the Department of Intercollegiate Athletics, presented annually to a former letter-winning Wolverine who epitomizes "excellence in scholarship,

sport and society." He persuaded his friend, coach Lloyd Carr, to be a part of the gathering and speak to the group along with U-M Vice President for Development Jerry May, and then managed to bring 115 guests to the city's Aquarium for an outstanding Michigan night.

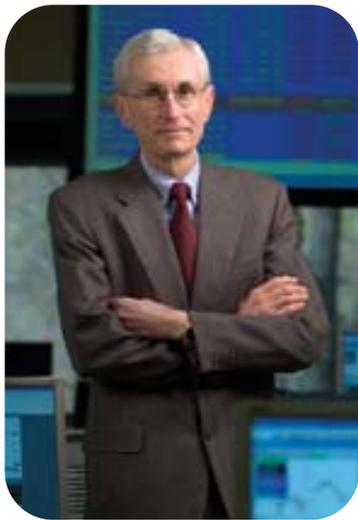
"Alumni here *love* the University, and they're hungry for information about it," Pregulman says. They jumped at the opportunity to reconnect with the "Michigan Family." "Most every alum in this area was happy to hear from us and to support us as they can." The best surprises of the night, he adds, came when acquaintances who had known each other for years realized for the first time

that they were fellow "Michigan grads." The affair was a rousing success, leading to the revival of a long-slumbering alumni club with an infusion of new energy.

Michigan, says Pregulman, "really is a family." But even a family needs someone like Pregulman to bring it together to celebrate and strengthen ties now and then.

— John Lofy





Thomas C. Jones

Jones gift benefits business undergrads

Thomas C. Jones (BBA '68, MBA '71), of Ann Arbor and Northport, Mich., says his experience as a Michigan undergraduate changed his life. With a gift of \$10 million to the Stephen M. Ross School of Business, Jones will do the same for future Ross School students.

The gift establishes the Thomas C. Jones Center for BBA Education, which will offer opportunities for students to apply classroom theory to real business situations, incorporate liberal arts into the business curriculum, and develop leadership skills.

Jones, retired president of CIGNA Retirement & Investment Services, was the Ross School's first executive-in-residence and director of its bachelor of business administration degree program in 2003-2004

Previously Jones gave \$1.5 million to the Ross School for the Jane M. and Chester R. Jones Undergraduate Scholarship in memory of his parents, and for the Dean's Innovation Fund, which helps finance innovative faculty and student projects and programs.



Joseph B. Cejka

Cejka family scholarships honor patriarch

Joseph B. Cejka (MS '40) would be pleased and grateful for the opportunity to support young people today as they pursue an education in engineering at the U-M. A first-generation American, he was profoundly thankful for the opportunities this country offered, and he delighted in helping others to attain a fine education and to learn the values of hard work, honor and integrity.

Cejka, the son of Czechoslovakian immigrants, grew up in Detroit and began his school career by being sent home from kindergarten because he spoke only Czech. As a teenager he had a 400-customer paper route and sold apples on the street during the Depression, early experiences that helped to shape both his work ethic and his joy for life. Each day was for him a gift to be cherished, enjoyed and wisely used, in particular to help others and to give back to society.

A strong advocate of public education, Cejka earned a bachelor's degree at Wayne State University, followed by a master's in mechanical engineering from the U-M. He taught engineering at Tulane and Rutgers universities before entering the business world. Later, as CEO of Ward Products Corp., a New York and New Jer-

sey firm, he was well known for helping pay the college costs of his employees' children and for mentoring and supporting staffers who wanted to launch their own businesses.

Cejka's passions come through in a new College of Engineering scholarship established to memorialize him and his wife, Florence. Funded with a \$1 million gift, the Joseph B. Cejka and Florence V. Cejka Endowed Scholarship Fund provides need-based scholarships for engineering students throughout their U-M careers. The scholarships are designated for students from Michigan's Wayne County where Joseph Cejka was raised.

The Cejka scholarships are a gift from the Joseph B. Cejka and Florence V. Cejka Foundation, at the request of his daughter, **Barbara Littleton (BS '68, MS '69)** and her husband **David Littleton (MBA '66)** of Orchard Lake, Mich. The awards also reflect the wishes of the Cejkas' other daughter, the late **Mary Cejka Sytsma (BA '65, MA '66)**.

Along with the gift to endow the scholarship fund, the Foundation gave \$50,000 to be used immediately for the first wave of Cejka Scholars, six of whom were named in fall 2004.

Twink Frey visiting social activist fund established at CEW

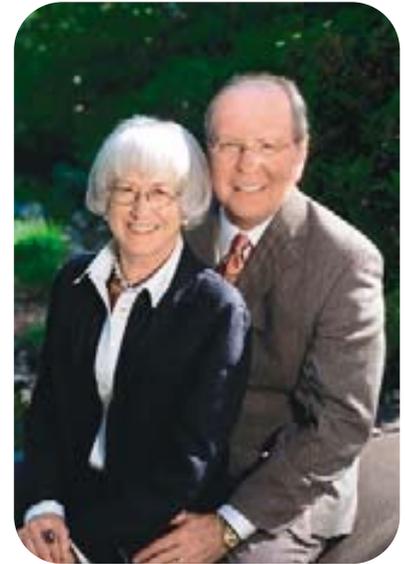
Twink Frey (ABED '61, CERTT EDUC '61, AM ED '70) and James McKay, of Grand Rapids have given The Center for the Education of Women its largest campaign gift to date. Frey and McKay have made a commitment to create the Twink Frey Social Activists Award Fund. The Fund supports the annual residency at CEW of a social change activist and surrounding outreach activities. In making the gift, Frey and McKay aim to encourage the translation of research and/or social practice into action that leads to social change.

This gift links Ann Arbor, Grand Rapids and other Michigan communities with the fast-flowing currents of social change. During the

Visiting Activist's residency, community and academic outreach will take place not only in Ann Arbor, but also in the Grand Rapids area and in other outstate communities, ensuring that social change remains vital through Michigan.

"This is very much in keeping with my own passion and personal mission," says Frey.

Frey and McKay are longtime supporters of CEW. Frey serves on President Coleman's advisory group and is a former member of CEW's Leadership Council.



Twink Frey and James McKay

Erb family supports education of environmentally and socially conscious business leaders

Fred (BBA '47) and Barbara Erb, of Birmingham, Mich., and Naples, Fla., care deeply about the environment, and they want the next generation of business leaders to share their concern.

To that end, the Erbs recently made a \$10 million gift to significantly enhance the research and education initiatives of the University's Frederick A. and Barbara M. Erb Institute for Global Sustainable Enterprise. The innovative program, a partnership between the Stephen M. Ross School of Business and the School of Natural Resources and Environment, was known until April as the Frederick A. and Barbara M. Erb Environmental Management Institute.

The couple's magnanimous gesture builds upon their two earlier gifts of \$5 million each to establish the Institute, representing the largest known commitment to a university for interdisciplinary teaching and research in the area of global sustainable enterprise. This field explores how organizations throughout the world can achieve long-term success by harmonizing economic, environmental and social interests.

With the Erbs' new gift, the Institute will be able to greatly increase the size of the MBA/MS program, already the largest such academic program of its kind. Students in the program complete a challenging blend of research, coursework and projects related to business, the environment and sustainability.



Fred and Barbara Erb

Kirshbaums establish fund to benefit English Department



Barbara and Laurence Kirshbaum with their new grandson, Benjamin Levy

As English majors at the U-M, **Laurence (AB '66) and Barbara (AB '66, CERTT EDUC '66) Kirshbaum**, of New York City, learned to appreciate the beauty and power of the written word. Now they are extending the same opportunity to others.

The Kirshbaums' recent \$500,000 gift to the College of Literature, Science, and the Arts establishes the Laurence and Barbara Kirshbaum Strategic Fund to benefit the Department of English Languages and Literature and the Master of Fine Arts Program. Since it provides discretionary funding, the gift can be used to meet the Department's highest priorities, including support of students, faculty and programs.

"Barbara and I are very proud to contribute to the bedrock of the humanities—the written word," says Laurence Kirshbaum. "Michigan is very fortunate to have such dynamic programs in the study and writing of prose that we are thrilled to be a part of them."

Earlier in the campaign the couple made a commitment to the Visiting Writers Program in the Department. They have made many previous gifts to LSA and have also supported the Office of Student Publications. Laurence Kirshbaum is a former managing editor of *The Michigan Daily*. He serves on the Tri-State Leadership Committee and on the English Language and Literature Advisory Committee.

Chicago alumni help Law School to "Build On"



Greg Mutz

The planned expansion and renovation of the Law Quadrangle, the centerpiece of the Law School's "Building On..." campaign, came closer to reality with commitments from several Law alumni living in the Chicago area.

Recent contributors include:

- **James M. Amend (BSEME '64, JD '67)** of Chicago, who made a gift of \$100,001 to the expansion and renovation project. Amend is of counsel to Kirkland & Ellis, headquartered in Chicago.
- **Neil R. (AB '72, JD '74) and Patricia L. (AB '67, JD '74) Mann** of Lake Forest, Ill., who are supporting the construction with a gift of \$150,000. Neil Mann is a partner with the Chicago-based firm of Chapman & Cutler.
- **Gregory T. Mutz (JD '73)** of Barrington, Ill., who increased his campaign pledge by \$150,000. Mutz has made a total campaign gift of \$500,000, designated entirely for the

expansion. A member of the Law School Campaign Steering Committee, Mutz is chairman and chief executive officer of AMLI Residential in Chicago.

- **Gary A. (JD '77) and Sally S. (AB '78) Nickelle** of Park Ridge, Ill., who have committed \$85,000 to the Law School and \$26,000 to the College of Literature, Science, and the Arts. The couple has designated \$62,500 to the building fund at the Law School, with the remainder going to the Law School Fund; their LSA gift benefits the College's annual fund. Gary Nickelle is executive vice president and general counsel for JMB Realty Corporation of Chicago.
- **George A. Vinyard (JD '77)** of Oak Park, Ill., whose \$100,000 gift will be divided evenly between the expansion project and the Law School Fund. Vinyard, a partner in the Chicago-based firm of Sachnoff & Weaver, is a reunion volunteer for the School.

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